station server or also known as a terminal support manager 206. The station server 206 provides a

connecting point for providing services to stations in a single location such as a retail store. The

self service station server 206 connects to an advertising server 208 and a bookstore content server

or also known as a terminal data manager 210. The self service station server is also connected to

a second network hub 212 which provides connection to a local help desk 214 and a point of sale

server 216. The point of sale server 216 provides connection to a point of sale network 218. The

second network hub 212 also provides connection to one or more store backoffice servers such as

store backoffice server 220. The backoffice server 220 provides a connection to a store

headquarters network 222 which provides services to the store system 201 and other similar store

systems. The store headquarters network 222 is connected to an advertising generator 224 and a

remote help desk 226. The self-service station server 206, advertising server 208, bookstore

content server, store backoffice server 220 and store headquarters network 222 are preferably

connected to the Internet 228 to provide a convenient means for information transmission. Each

of these components preferably possesses encryption capability for secure transmission over the

Internet 228. The advertising generator 224 makes advertising content to each store system such

as the store system 201. The advertising content may be displayed on each of the stations 202A-

202N in response to predetermined choices. In addition, customer data and customer responses

may be used to select advertising content to be displayed on a specific station. The local help desk

214 or remote help desk 226 may be connected to a station in response to a customer command to

connect to the local help desk 214 or remote help desk 226. Additionally, the self service station

server 206 may examine customer selections and make contact with the help desk in response to

erroneous selections.